Media Relations & Thought Leadership

The Challenge: LGBT advocacy nonprofits Athlete Ally and All Out launched the Principle 6 Campaign — inspired by the Olympic Charter — as a way for athletes, fans and supporters to celebrate the Olympic principles of non-discrimination, and call for an end to Russia’s anti-gay laws at the Winter Olympics in Sochi.

Our Strategy: The Principle 6 Campaign’s main objective was to pressure the International Olympic Committee to follow its own Olympic Charter and ensure that all future cities selected to host the Olympic Games adhered to these principles. TASC was hired to promote the campaign in the media and rally the public to support its goals. Fifty-plus Olympic athletes joined the campaign along with dozens of NFL, NHL and NBA athletes. In partnership with American Apparel and Alexander Wang, the campaign created P6 clothing worn by athletes, celebrities and fans, raising hundreds of thousands of dollars to support Russian LGBT groups.

Results: The campaign declared victory when the International Olympic Committee announced that future host cities would be contractually obligated to adhere to the Olympic principles of non-discrimination. The campaign generated 220+ unique media hits and 219 million media impressions. Media placements appeared in over 50 countries. The day the Olympics began, Google launched a Google Doodle that depicted the Winter Games with a gay rights rainbow flag embedded in the image. Dozens of athletes, celebrities and influencers, including Martina Navratilova, Julianne Moore, Olivia Wilde, Sean Avery and U.S. Senator Charles Schumer, participated in the campaign and changed their Twitter avatars to the Principle 6 logo.